

MAY 17 2010

Application Serial No. 10/552,956
Reply to office action of January 15, 2010

PATENT
Docket: CU-4462

REMARKS/ARGUMENTS

Reconsideration is respectfully requested.

Claims 1-2 and 4-25 are pending before this amendment. By the present amendment, claims 1-2, 4-8, 10, and 13-25 are amended. No new matter has been added.

In the office action (page 2), it is indicated that the substitute specification filed October 21, 2009 has not been entered due to not conforming to 37 CFR 1.125(b) and (c).

The applicants no longer wish to amend the specification and therefore the basis for this non-conformance to 37 CFR 1.125(b) and (c) has been removed.

In the office action (page 5), claims 1 and 18-19 stand rejected under 35 U.S.C. §112, ¶1 as failing to comply with the written description requirement.

The applicants respectfully disagree and submit that the claims, as they now stand, are in condition for allowance.

The examiner's attention is respectfully directed to the clarification amendments in claim 1 and similar clarification amendments in claims 18-19 that now clarify that the --classifying a history information and a type of the event in accordance to a frequency of occurrence of the event, recentness of the event and priority of the event into a predetermined database—. Support can be found in at page 9, lines 7-27.

Therefore, the applicants respectfully submit that the bases for this rejection have been removed. Accordingly, the examiner is respectfully requested to withdraw this rejection.

In the office action (page 7), claims 1, 18 and 23-25 stand rejected under 35 U.S.C. §112, ¶2 as being indefinite.

The applicants have subsequently amended these claims in accordance to the examiner's suggestions by removing the basis for this indefiniteness rejection and thus submit that the claims, as they now stand, are in condition for allowance. Accordingly, the examiner is respectfully requested to withdraw this rejection.

In the office action (page 7), claims 13-14 stand rejected under 35 U.S.C.

Application Serial No. 10/552,956
Reply to office action of January 15, 2010

PATENT
Docket: CU-4462

§112, ¶2 as being indefinite.

The applicants have subsequently amended these claims in accordance to the examiner's suggestions by removing the basis for this indefiniteness rejection and thus submit that the claims, as they now stand, are in condition for allowance. Accordingly, the examiner is respectfully requested to withdraw this rejection.

In the office action (page 8), claim 18 stands rejected under 35 U.S.C. §101 as being directed to non-statutory subject matter.

The applicants respectfully disagree and submit that the claims, as they now stand, are in condition for allowance.

First, the applicants have amended the specification by removing any indication that the computer readable medium can be twisted to be interpreted as a signal. In particular, the sentence in the specification that states that "[t]he media may also be a transmission medium such as optical or metallic lines, wave guides, etc. including a carrier wave transmitting signals specifying the program instructions, data structures, etc." has been deleted.

Second, the applicants have subsequently amended claim 18 to further clarify that the computer readable medium comprises instructions written in the computer-readable medium for carrying out the various steps.

Therefore, the applicants respectfully submit that the basis for this rejection has been removed. Accordingly, the examiner is respectfully requested to withdraw this rejection.

In the office action (page 8), claims 1-7, 18-20 and 23-25 stand rejected under 35 U.S.C. §103(a) as being obvious over PCT Publication No. WO0207030 (Nam). The "et al." suffix is omitted from the Nam reference name.

The applicants respectfully disagree and submit that the claims, as they now stand, are in condition for allowance.

The examiner's attention is respectfully directed to the newly added limitations in independent claim 1 and similar limitations in the independent claims 13 (claim 24 depends upon), 14 (claim 25 depends upon, and 18-19 that now require

--receiving an event inputted through the Internet from a user such that

MAY 17 2010

Application Serial No. 10/552,956
Reply to office action of January 15, 2010PATENT
Docket: CU-4462

the input event comprises an input keyword;
classifying a history information and a type of the event in accordance to a frequency of occurrence of the event, recentness of the event and priority of the event into a predetermined database;
judging whether or not the input event is associated with an interested field to the user in accordance to the history information and the type of the event;
extracting the input keyword of the event when the event is judged to be in the interested field of the user;
preparing a sale-object keyword from the extracted keyword;
attracting an advertisement to the user in accordance to the sale-object keyword; and
providing the attracted advertisement to the user--.

Support can be found throughout the specification and in particular, for example at page 8, line 26 to page 12, line 20.

Nam is unlike the presently claimed application. At most Nam discloses an internet advertising system and method that provides advertisements which are selected depending on user's fields of interest and characteristics of web page in which a list of selected advertisements is then prepared and provided to the user. Nam teaches storing the characteristics of a page so as to find relevant advertisements. In fact referring to the tables of Nam outlining the data that is stored, Table 1 includes selected fields of interests of the user that are pre-stored. That is, Table 1 of Nam is pre-populated from information of the user supplied by the user himself and therefore, Nam does not need to even determine whether the input is an interested field of the user since the user intentionally and explicitly makes these selections himself. Accordingly, Nam is silent with regards to classifying history information and type of an event in accordance to a frequency of occurrence of the event, recentness of the event and priority of the event into a predetermined database. It follows that Nam is also silent with regards to judging whether or not the input event is associated with an interested field to the user in accordance to the history information and the type of the event. Therefore, Nam is unlike the presently claimed application.

Therefore, Nam cannot support can obviousness rejection because Nam does not teach or even hint at all of the requirements of the presently claimed application. Accordingly, the examiner is respectfully requested to withdraw this rejection.

MAY 17 2010

Application Serial No. 10/552,956
Reply to office action of January 15, 2010

PATENT
Docket: CU-4462

In the office action (page 17), claims 8-17 and 21-22 stand rejected under 35 U.S.C. §103(a) as being obvious over Nam in view of U.S. Patent No. 7,043,471 (Cheung). The "et al." suffix is omitted from the Cheung reference name.

The applicants respectfully disagree and submit that the claims, as they now stand are in condition for allowance.

The above comments concerning what Nam teaches and what Nam does not even hint at are equally applicable here.

Cheung is also unlike the presently claimed application. At most Cheung discloses a system and method for generating an ordered search list via a search engine by determining various account balances to determine where a search listing will appear in a search results list. Cheung does this by using and monitoring various account balances, the search engine of Cheung prevents over-delivery of advertising through search result listings and avoids over-billing of the advertisers. Cheung does not even hint at classifying history information and type of an event in accordance to a frequency of occurrence of the event, recentness of the event and priority of the event into a predetermined database. Cheung is also silent with regards to judging whether or not the input event is associated with an interested field to the user in accordance to the history information and the type of the event. Therefore, Cheung is unlike the presently claimed application.

Therefore combining Cheung with Nam does not cure the above noted deficiencies of Nam in replicating the presently claimed application. Accordingly, Cheung and Nam cannot support an obviousness rejection because Cheung and Nam do not teach or even suggest, in whole or in combination, all of the limitations required in the presently claimed application. Therefore, the examiner is respectfully requested to withdraw this rejection.

For the reasons set forth above, the applicants respectfully submit that claims 1-2 and 4-25, now pending in this application, are in condition for allowance over the cited references. Accordingly, the applicants respectfully request reconsideration and withdrawal of the outstanding rejections and earnestly solicit an indication of allowable subject matter.

This amendment is considered to be responsive to all points raised in the office

MAY 17 2010

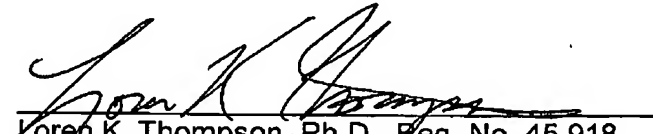
Application Serial No. 10/552,956
Reply to office action of January 15, 2010

PATENT
Docket: CU-4462

action. Should the examiner have any remaining questions or concerns, the examiner is encouraged to contact the undersigned attorney by telephone to expeditiously resolve such concerns.

Respectfully submitted,

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Loren K. Thompson, Ph.D., Reg. No. 45,918
Ladas & Parry LLP
224 South Michigan Avenue
Chicago, Illinois 60604
(312) 427-1300